



COUNTY OF SONOMA

575 ADMINISTRATION
DRIVE, ROOM 102A
SANTA ROSA, CA 95403

SUMMARY REPORT

Agenda Date: 3/7/2023

To: Board of Supervisors

Department or Agency Name(s): Sheriff's Office

Staff Name and Phone Number: Heidi Keith, 565-2812

Vote Requirement: Majority

Supervisory District(s): Countywide

Title:

Agreement for Criminal Justice Recruitment Marketing Services

Recommended Action:

Authorize the Sheriff to execute an Agreement for Criminal Justice Recruitment Marketing Services with Epic Recruiting, from March 14, 2023, through December 31, 2026, for a total cost not to exceed \$722,250.

Executive Summary:

The Sheriff's Office is implementing several efforts to address critical recruitment needs. In December 2022, one of these efforts included a Hiring Incentive Pilot Program for specific job classifications in the Sheriff's Office. The next effort includes implementing a contemporary recruitment marketing campaign that is specialized in the job classes experiencing the highest vacancies. The Sheriff is requesting authorization to execute an agreement with Epic Recruiting for a comprehensive public safety recruitment marketing program. The agreement will target two separate job classes, deputy sheriff and correctional deputy, and include ongoing services for up to 36 months.

Discussion:

The Sheriff's Office is facing unprecedented challenges in recruiting applicants for vacant positions. Without the ability to attract qualified candidates, the Sheriff's Office will continue to struggle to maintain sufficient staffing levels. The mandatory overtime required to provide mandated law enforcement and detention services is extremely taxing on current employees and is not sustainable. As of the beginning of January, deputy sheriffs and correctional deputies were working an average of 70 and 90 hours of overtime a month, respectively, to maintain mandated service levels. These unreasonable hours have led to increased injury and illness, further exacerbating the staffing shortage, and costing the County additional resources. The Sheriff's Office is desperate for qualified applicants. The Sheriff's Office is implementing a multi-faceted approach in response to the need for qualified applicants. In December 2022, the Sheriff received Board approval for a Hiring Incentive Pilot Program for specific job classifications in the Sheriff's Office. To support this pilot program, the Sheriff's Office is now focusing on recruitment marketing efforts. The Sheriff's Office has reached out to other agencies regarding best practices in public safety recruitment and received the recommendation to seek assistance from a recruitment firm that specializes in law enforcement marketing with digital marketing expertise.

The Sheriff's Office, in consultation with County Purchasing, selected Epic Recruiting to provide a comprehensive recruitment marketing campaign specifically for the deputy sheriff and correctional deputy job

classes. Based on several factors County Purchasing approved a single source waiver to the RFP process on December 22, 2022. EPIC is the only vendor that provides comprehensive marketing, advertising, video production, and web development with specific subject matter expertise that focuses on law enforcement and detention all under one contract without the use of sub-contractors. They have a demonstrated history of utilizing their law enforcement/detention-specific expertise to attract qualified candidates with numerous California agencies as clients. County Purchasing agreed that it is in the best interest of the County to contract with EPIC at this time, as quick, effective recruitment of new candidates is critical for sufficient staffing levels and public safety.

In September 2017 the Sheriff's Office contracted for recruitment marketing services, including the creation of a career website. Unfortunately, those services were not as successful as the Sheriff's Office needed them to be due to the generic nature of the content created. Because of the specialized nature of the jobs offered at the Sheriff's Office, the Office has a specific need for services from an agency that specializes in law enforcement and detention recruitment marketing. Based on best practices, recruitment marketing campaigns become stale and/or outdated after a few years and need to be updated.

Epic Recruiting has a demonstrated history of utilizing their law enforcement/detention specific expertise to assist agencies in attracting qualified candidates. Several Bay Area law enforcement agencies have used their services, including Santa Rosa Police Department, and many other police and Sheriff's Offices statewide have also contracted with Epic Recruiting. Agencies have highly recommended Epic Recruiting, highlighting how their law enforcement and detention expertise has been instrumental in attracting qualified candidates. Additionally, Epic Recruiting provides all the services under one contract. Other vendors often require subcontracting for various components of the program, such as web development, video production, and marketing. Based on experience with recruitment marketing vendors, the Sheriff's Office specifically wants to work with a vendor that maintains direct control of the services and products provided.

The proposed Agreement provides for three phases in the development of a recruitment marketing campaign for each of the two job classes, deputy sheriff and correctional deputy. The first phase includes brand development, research and strategy development, as well as videography and photography. The second phase is the development of the recruitment website, and the third phase is 36 months of online digital marketing campaigns. The proposed Agreement is for three years from March 14, 2023 through December 31, 2026 and has a not to exceed cost of \$722,250.

Strategic Plan:

N/A

Prior Board Actions:

12-13-22 - Board approved a Hiring Incentive Pilot Program for specific job classifications in the Sheriff's Office

FISCAL SUMMARY

Expenditures	FY 22-23 Adopted	FY23-24 Projected	FY 24-25 Projected
Budgeted Expenses	\$240,750	\$160,500	\$160,500
Additional Appropriation Requested			

Agenda Date: 3/7/2023

Total Expenditures	\$240,750	\$160,500	\$160,500
Funding Sources			
General Fund/WA GF	\$240,750	\$160,500	\$160,500
State/Federal			
Fees/Other			
Use of Fund Balance			
Contingencies			
Total Sources	\$240,750	\$160,500	\$160,500

Narrative Explanation of Fiscal Impacts:

Funding for the Agreement will be paid for with FY 22-23 General Fund salary savings in the Sheriff's Detention Division from greater than anticipated vacant positions. Currently, there are 15 deputy sheriff vacancies and 40 correctional deputy sheriff vacancies. Mid-year estimates indicate there will be approximately \$6,000,000 in salary savings available at the end of FY 22-23.

Staffing Impacts:			
Position Title (Payroll Classification)	Monthly Salary Range (A-I Step)	Additions (Number)	Deletions (Number)

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

Agreement with Epic Recruiting

Related Items "On File" with the Clerk of the Board:

N/A